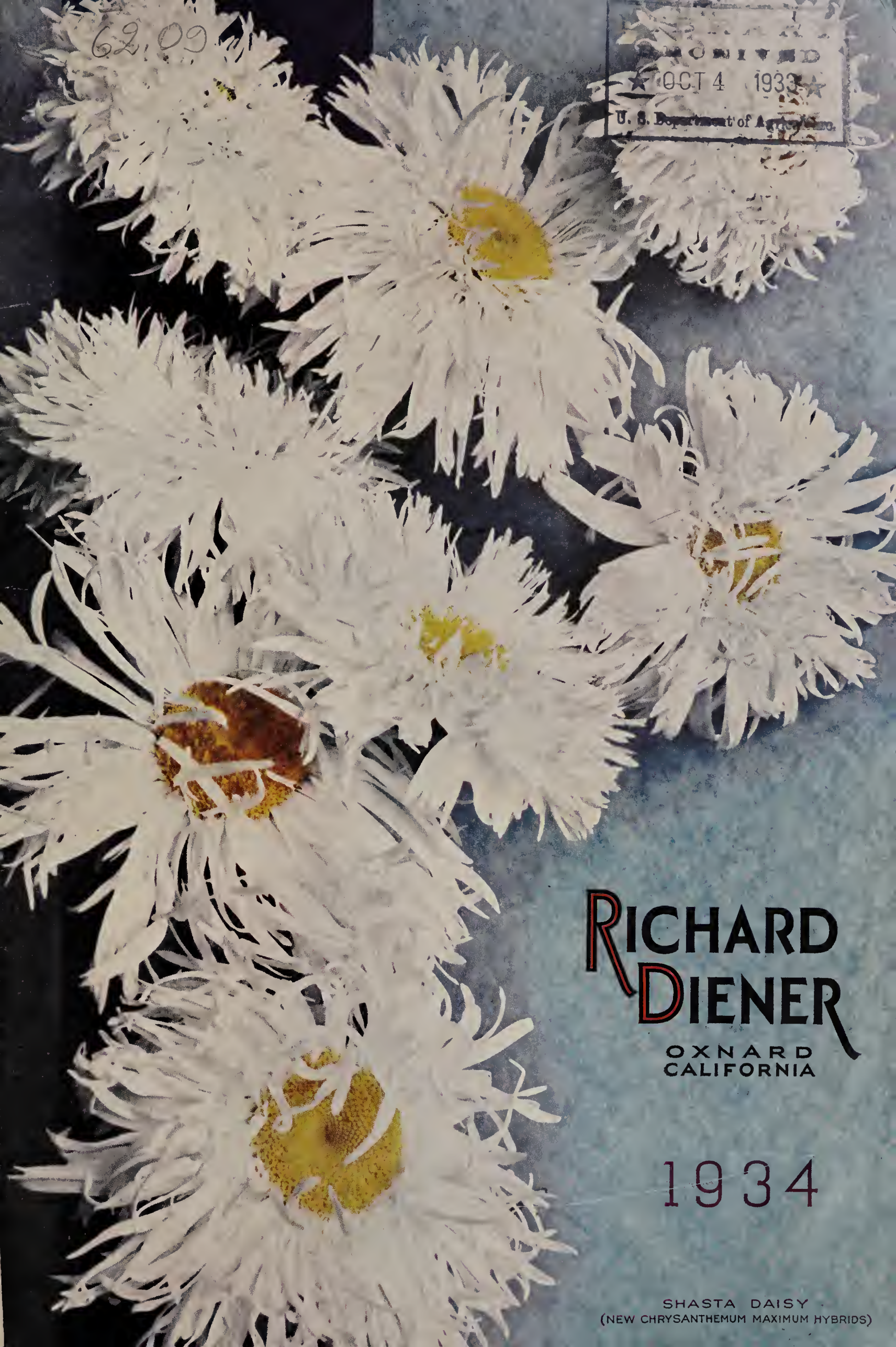
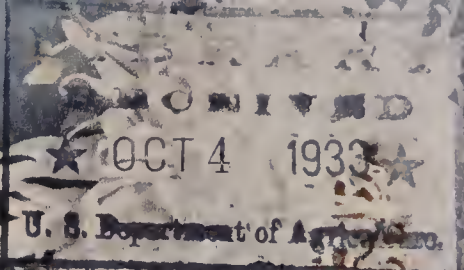


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62.09



**RICHARD
DIENER**

OXNARD
CALIFORNIA

1934

SHASTA DAISY
(NEW CHRYSANTHEMUM MAXIMUM HYBRIDS)

Greetings!

TO MY many friends and flower lovers the world over, I extend my sincere greetings, and present herewith my catalogue of offerings for the 1934 season.

The many unsolicited testimonials that have come to me are conclusive evidence that my seeds and bulbs are, in many cases, producing flowers of a quality far beyond my description. Naturally, I would rather understate the productivity than to give misleading descriptions that would prove a disappointment when the flowers come to bloom.

For the coming season, I have developed some new varieties that should meet with the enthusiastic approval of everyone. To give a more comprehensive description of a few of the more popular Petunia offerings, they have been illustrated in full color on the center pages of this catalogue. Some of nature's shades of color are almost impossible to imitate, but you will find that these full-color reproductions are exceptionally close matches to the actual flowers.

Most of the flower seeds of the world are grown in California. Oxnard, where I am located, is to my mind the best suited of all the places in California for the propagation of seeds and bulbs. The soil and climate are both ideal.

Oxnard is situated midway between Los Angeles and Santa Barbara, in Ventura county, on the main line of the Southern Pacific Railroad and on the Roosevelt Coast Highway. It is a city of 6500 people and has a temperate climate averaging 70 degrees the year 'round.

To everyone interested, I extend a cordial invitation to visit my nursery and see some of my extensive experimental beds in full bloom.

Your past patronage has been appreciated, and I can assure you that any selections you may make from this catalogue will assist materially in making your garden an outstanding one for beauty and admiration.

An order sheet and addressed reply envelope are enclosed for your convenience. Place your orders early so that you may not be disappointed in getting your selections.

Sincerely,

RICHARD DIENER.

NOTICE: *Please keep this catalogue and read it over carefully. It contains answers to most of the questions usually asked me by customers. In the future when such questions are asked we shall refer customers to our catalogue. These inquiries usually come in during the busy season and it is almost impossible to answer them all.*

CONDITIONS AND TERMS OF SALE

Foreign Customers — Remit by Postal Money Orders from foreign countries. Personal checks not accepted.

Canadian Customers—In accordance with the ruling governing the importation of Nursery Stock from the United States into Canada, it will be necessary to obtain a permit from the Secretary of the Destructive Insect and Pest Act Advisory Board, Department of Agriculture, Ottawa, and file same with the Collector of Customs before shipment can be cleared. Seeds are exempt from this ruling, and may be shipped into Canada without a permit. Gladiolus bulbs come under the classification of Nursery Stock.

This ruling must be complied with in order to make delivery and we ask you, in the event of an order, to secure this permit, advising us of the number of same, that we may mark it on the outside wrapper.

Prices: The prices quoted herein are our very lowest current prices. They cancel all previous quotations made either by letter or advertisements.

Guarantee: I exercise every care to ship only first-class stock but give no warranty, expressed or implied, and will not be in any way responsible for the results of planting or forcing of any seeds, bulbs, roots or tubers sent out by me.

To satisfy my customers in every way has been my first aim. Bulbs found not true to name should be retained by the customer and I shall replace number that are untrue, free of charge. No planting stock or bulblets will be included in this case.

If you have any complaints to make about any stock received from me, please do not hesitate to do so and I shall correct any error. I do not consider our transaction complete until you are absolutely satisfied.

Postage: We prepay postage anywhere in the United States and Canada on orders amounting to \$2.00 and over on Gladiolus bulbs. On orders of Gladiolus bulbs amounting to less than \$2.00, add 25 cents to cover postage. Orders for plants and Amaryllis bulbs will be sent Express Collect.

Terms: Cash with Order. Remit by bank draft, express or postal money orders. **Canadian customers please remit by postal money orders. Do not remit by personal checks. Positively no C. O. D. orders accepted.**

Unused U. S. postage stamps accepted up to the amount of fifty cents.

Season: My season for bulb shipping takes place from October 1 to May 1.

Write your address plainly, as I had orders last year which I was unable to get into the hands of the purchaser. If your handwriting is poor, please print your address.

Order Early: All orders are filled promptly the day they come in or the day after. If you do not receive your order in two weeks, please notify us promptly as there have been occasions where people sent orders which we did not receive. In such a case please repeat the order so an immediate replacement of goods can be made.

Order your Petunia and Dahlia seeds or bulbs early as they might easily be damaged if carried around by the postman in zero weather and exposed to frost for hours.

Substitution: In the latter part of the season we may be out of some varieties, so please give your second choice. In case no substitution is desired, please so advise in your order.

Packing: Through years of experience I have worked out the most satisfactory method of packing seeds and bulbs and there is very little possibility of damaging them in transit, either by frost or moisture.

AMARYLLIS

(Diener's Everflowering Mammoth Hybrids)

Amaryllis have always been highly favored by myself and consequently I have applied special attention in improving them as much as possible. Among my early crossings there appeared a few which flowered two times in one year, so I crossed them together, which gave me seedlings flowering even oftener than twice a year. Those I used for my stock of Amaryllis which I am now offering. Many flowers are from nine to fourteen inches in diameter and have four to six flowers to the spike. The colors run from nearly white through all shades of pink into the deepest fiery scarlet. These Amaryllis always attract a great deal of attention. They are easy to raise and flower about fifteen months after sowing. They are very valuable as cut flowers. If the pollen is removed when the flowers open, they will last for several weeks. These mammoth Amaryllis Hybrids are destined to be a wonderful show flower.

Directions for Planting: Cultivation is simple. Soil suitable for a geranium or fuchsia is right for them. They must have shade when under glass. When bulbs are larger, it is necessary in planting that just the roots be placed in the ground, the whole bulbs must be above the ground. They should be watered only when the top soil is dry. Amaryllis should be kept under continual cultivation all the year, never rested or kept dry. Soil should be changed once a year. The nearer they are kept to 70 degrees at night the more they will flower. Bulbs will be sent by American Express, charges collect.

Price: In five- or six-inch pots, \$2.00 to \$10.00, according to quality. Extra fancy varieties with giant size flowers from \$10.00 to \$25.00, according to quality.

Small bulbs taken from the large size bulbs which will make flowering plants in six months. **Ready Now.**

Per dozen \$1.50 Per 100 \$10.00
Prices for larger amounts on request.

In ordering less than one dozen Amaryllis plants add 25 cents for packing.

AMARYLLIS SEEDS

Directions for Sowing: Amaryllis seeds should be sown in boxes or seed pans (in greenhouse or hot bed) containing finely sifted sandy leaf mould to a thickness of three inches. Smooth out surface of soil evenly and sprinkle thoroughly. Spread seeds closely together (so close that they touch one



AMARYLLIS
Diener's Everflowering Mammoth Hybrid

another) and cover with the same soil, just sufficient to hold down. Keep moist but not too wet. If air is too dry cover with glass. In case of very hot sun, cover the glass with a sheet of paper in order to prevent the heat from burning the young plants. Plants will come up in about three weeks and should remain in the same box for two or three months. Replant in three-inch pot or in boxes about two inches apart. Seedlings, when given the proper care, will commence to flower fifteen months after sowing. Seeds may be sown at any time of the year in a greenhouse.

20 seeds 50c 100 seeds \$1.50 1000 seeds \$12.50

DIENER'S AMARYLLIS EQUESTRIS
HYBRIDS

Amaryllis Equestris is a species of Amaryllis growing wild in the Philippine Islands and is everflowering there. About ten years ago I started to cross it with my own Hybrids, obtaining some wonderful new colors in copper, coral, salmon and orange. These I crossed again, this time for distinct colors and larger size. The ones I offer now are from the second generation and some from the third. They are unquestionably the most gorgeously colored and easiest growing Amaryllis so far produced and the size of the flower is nearly as large as my Giant Everflowering type. I exhibited flowers of this type at the Southern California Spring Flower Show at Pasadena in April, 1930, and they made a decided hit with the throng that attended the show. The colors are soft and clean. They run from flesh pink to salmon, orange, copper and red to the deepest scarlet. They have as many as six flowers to a stem. Raise all you can of these Amaryllis, as you cannot help but make money with them. The main crop is around Easter, but they flower several times through the year. They should be watered continually and not rested, but they can be rested if desired. Curiously enough, while snails are very fond of other Amaryllis they do not bother the Equestris Hybrids. They will flower from 15 to 18 months after sowing from seeds. Use small pots rather than too large. Six-inch pots should be the limit.

Price: In five- to six-inch pots, \$2.00 to \$10.00, according to quality. Extra fancy varieties with giant size flowers from \$10.00 to \$25.00, according to quality.

Small bulbs taken from the large size bulbs which will make flowering plants in six months. **Ready Now.**

Per dozen \$1.50 Per 100 \$10.00

Prices for larger amounts on request.

Seeds: 20 seeds 50c 100 seeds \$1.50
 1000 seeds \$12.50

In ordering less than one dozen Amaryllis plants add 25 cents for packing.

GAILLARDIA GRANDIFLORA
(Blanket Flower) "Oxnard Gem"

Golden orange seam, maroon red center, 3½-inch flowers on long stems. An unusually fine Gaillardia for cut flowers and bedding.

Package 15c 4 packages 50c

LEPTOSYNE MARITIMA
(Sea Dahlia)

A Dahlia species growing wild along the ocean of Southern California, with yellow flowers like Marguerites. Flowers are single and three to four inches in diameter with eighteen-inch long stems. These seedlings flower when two months old, bringing an abundance of flowers. They should make fine cut flowers when under glass.

Package 15c 4 packages 50c

SWEET PEAS

Per package

- No. 1. **Rose.**—One of the finest rose-colored Sweet Peas in existence..... \$.25
 - No. 2. **Pink.**—Brilliant rose25
 - No. 3. **Perfection.**—Mammoth dark rose..... .25
 - No. 4. **Sunbeam.**—Long stemmed, light pink25
 - No. 5. **Miss Alice M. Rainford.**—Dark salmon with cream touch. Very wavy..... .25
 - No. 6. **Santa Barbara.**—Mammoth dark orange red. Long stemmed25
 - No. 7. **Comet.**—Light salmon pink. Long stemmed25
 - No. 8. **White Rose.**—A mammoth, beautifully formed pure white25
 - No. 9. **Bridal Veil.**—Large white with extra long stems25
 - No. 10. **Improved Swan.**—Purest white of large size25
 - No. 11. **Michigan.**—A mammoth dark blue lavender with long stems..... .25
 - No. 12. **Ed Zvolanek.** — Lavender. Longs mostly four flowers to the stem... .25
 - No. 13. **Mrs. Chas. Zvolanek.**—A beautiful, clear lavender25
 - No. 14. **Miss Annie Holscher.**—Blue and white variegated. Very artistic variety... .25
 - No. 15. **Blue Sensation.**—Clear blue..... .25
 - No. 16. **Pale Blue.**—Largest and clearest pale blue25
 - No. 17. **Black Lady.**—Dark maroon..... .25
 - No. 18. **Red.**—Very large scarlet with extra long stems25
 - No. 19. **Vulcan.**—Fiery bright red..... .25
 - No. 20. **Glitters.**—Large, orange scarlet..... .25
 - No. 21. **Golden Orchid.**—Canary yellow. Large flowers and long stems..... .25
 - No. 22. **Primrose.**—Cream flushed with pink and bronze edges. Large flowers and long stems25
- Zvolanek's Grand Mixture.**—One row of this mixture is a revelation in any garden. It consists of many of the finest varieties in existence in all existing colors. Nothing better could be had anywhere..... .25

Per ounce 75c Per pound \$10.00

Directions for Sowing—In order to get best results with Sweet Peas they should be soaked in water from eight to ten hours and then plant them immediately. When the plants are up place a wire netting directly behind them, about four or five feet tall and train them over this. The seeds should be planted very shallow.

Fair Haven, N. J., Jan. 12, 1933.
Richard Diener, Oxnard, Calif.
Dear Sir: My Petunias that I raised from your seeds last year were the finest ever seen around here. I had blooms in just eleven (11) weeks.
Yours truly,
HAP HANDY.

Fargo, N. D., June 29, 1933.
Richard Diener, Oxnard, Calif.
Dear Sir: I am taking time to write you and congratulate you on the wonderful Petunias that you grow. Mr. Larson of our city purchased some Petunia seeds from you last winter and I obtained some of the plants from him this spring. They are the most wonderful Petunias I have ever seen. They are all monsters, and especially the double ones and the red with black throat. I am safe in saying that they are the best and largest ever seen around here.
Yours very truly,
H. A. WEAVER.

PETUNIA SEEDS

All of our Petunias for seed raising are grown first in three-inch pots and must conform to type just as you see the photographs of the plants in three-inch pots in the catalogue. The leaves must not be larger than to just reach over the outside of the pots, a feat which took years to accomplish because while I was increasing the size of the flower, the leaves were also increasing, so I had to reduce the leaves without reducing the size of the flowers. Then the petals must stand out straight without curling back, as they used to, as well as many other little details which only an expert sees. This has taken time and patience and considerable money on my part to accomplish, which fact is mostly overlooked by people. Remember that what you get from here is the best you can get anywhere in the world.

The name "Diener's" as a trade-mark is registered with the U. S. Patent Office. If you buy Petunia seeds from other dealers which are labeled Diener's seeds, and the package is not sealed with my registered trade-mark (Diener's Original Petunia Seeds), they are not my seeds but a substitute.

DIENER'S RUFFLED MONSTERS
(Single and Double)

Those who want smaller amounts of all single kinds may have sample packages of each at 25c a package. Of numbers 9, 11, 14, 16, 17, 21, 22 and 23, sample packages are 10c, while the smaller packages of the double types are 50c.

The varieties marked Ruffled Monsters are of giant size while the others are somewhat smaller. The size of flowers is given.

Please order Petunias by number to avoid mistakes.

	Trade Pkg.	Sample Pkg.
No. 1. PINK (Ruffled Monster).— Strong veined center. Flowers 6 to 8 inches in diameter, and of exquisite color combination. This variety is without doubt one of the largest and most wonderful varieties in existence	\$.50	\$.25
See color reproduction of this flower on center pages of this catalogue		
No. 2. FLESH PINK (Ruffled Monster).— Five to six inches in diameter. Heavy veined center. A new color in Ruffled Monsters. (The No. 2 which we listed before was red and was very similar to No. 5. I shall have only No. 5 in that color henceforth).....	.50	.25
No. 3. VARIEGATED (Ruffled Monster).— Colors appear in red and white checks and blotches. Also striped pink and white, copper red and white. Five to six inches in diameter.....	.50	.25
See color reproduction of this flower on center pages of this catalogue		
No. 4. WHITE AND YELLOW CENTER (Ruffled Monster)50	.25
See color reproduction of this flower on center pages of this catalogue		
No. 5. RED, DARK VEINED AND COAL BLACK CENTER (Ruffled Monster).— Six to eight inches in diameter. This is a gem in Petunias and is a		



NO. 38 IN 3-INCH POTS



DIENER'S RUFFLED MONSTER PETUNIA (Single)
No. 7 Red and white variegated, large yellow center

	Trade Pkg.	Sample Pkg.
great favorite with all flower lovers. Be sure to try a package.....	.50	.25
See color reproduction of this flower on center pages of this catalogue		
No. 6. PALE LILAC PINK (Ruffled Mon- ster).—Heavily ruffled with strongly veined center. Flowers four to five inches in diameter50	.25
No. 7. RED AND WHITE VARIEGATED (Ruffled Monster).—Large golden yellow center. Flowers four to five inches in diameter. One of the most admired of my collection of Petunias and comes very true to type. Try it.	.50	.25
See color reproduction of this flower on center pages of this catalogue		
No. 10. SALMON ROSE (Ruffled Mon- ster).—Light veined center, five to six inches in diameter. (1934 nov- elty.) A very beautiful Petunia.....	.50	.25
See color reproduction of this flower on center pages of this catalogue		
No. 13. HELIOTROPE (Ruffled Monster). —A pinkish mauve. Five to six inches in diameter. Deeper veined center. Very fine.....	.50	.25
See color reproduction of this flower on center pages of this catalogue		
No. 18. VARIEGATED HEAVY RUFFLED. —Outside white with blotches and checks of magenta appearing on edges of petals. Size of flowers four to five inches across (Ruffled Mon- ster)50	.25
No. 20. MAUVE (Ruffled Monster).— Center heavily veined with royal purple. One of my most exquisite and most popular varieties. Average flowers five inches across. Very fra- grant50	.25
See color reproduction of this flower on center pages of this catalogue		
No. 41. COPPER RED (Ruffled Mon- ster).—Smoky center, five to six inches in diameter. After years of crossing I have removed all the bad habits that it had at first and it now is one of the most beautiful flowers in existence. It made a decided hit at the World's Fair at Chicago this summer and will be in great demand for some time to come.....	.50	.25
See color reproduction of this flower on center pages of this catalogue		
No. 8. RUFFLED MONSTERS (Mixed).— This mixture contains all Ruffled Monsters mentioned above, as well as many other colors, new this year. The average growth of the plant is more dwarf and if you want only a small amount of Petunias in your garden this is what you should order	.50	.25



NO. 42 IN 3-INCH POTS

New Carlisle, Ohio, Jan. 13, 1933.

Richard Diener, Oxnard, Calif.

Dear Sir: We find that your Petunias are the best we have ever had from anyone. One customer came late for plants and we were sold out except a few culls which we did not expect to offer for sale. She laughed and said she would take them. She came back in the fall and asked if we would have more of those Petunias next spring, stating that the puny plants had blooms nine inches across and plenty of them.

Yours truly,

CHARLES TAYNOR.

Everett, Wash., May 31, 1933.

Richard Diener, Oxnard, Calif.

Dear Sir: I'd like you to know that your Jumbo mixture of Petunias are blooming and have brought us great joy in their beauty of color and size. I have grown Petunias for a number of years, but nothing so glorious as those. They are truly marvelous and bring us many customer friends. You shall hear from us again next spring for seeds. Yours truly,

KENNEDY GARDENS.



DIENER'S DOUBLE PETUNIA
No. 42 Large Double Frilled



DIENER'S RUFFLED MONSTER PETUNIAS, IN 3-INCH POTS, TWELVE WEEKS AFTER SOWING

	Trade Pkg.	Sample Pkg.		Trade Pkg.	Sample Pkg.
No. 9. FLESH PINK FRILLED.—Golden yellow center. A beautiful dwarf growing variety of flesh pink color. Flowers heavily frilled. This is a specially fine variety for growing in 4- or 5-inch pots or window boxes....	.25	.10	massing in beds. It is one of the most showy varieties in existence....	.50	.25
			See color reproduction of this flower on center pages of this catalogue		
No. 11. DIENER'S BLUE.—I especially recommend this variety. It is of semi-dwarf growth and immensely free flowering. Flowers average three to three and one-half inches. The color is a deep, silky blue and is one of the most favored varieties..	.25	.10	No. 21. STEEL BLUE.—Darker veined center with ruffled edges. About four inches across and comes 90 per cent true. One of the easiest sellers in 2½ to 3-inch pots25	.10
No. 14. DIENER'S PINK GLORY.—Pure flame rose pink, without a trace of purple. Flowers three to four inches in diameter and slightly ruffled. Plants attain a height of 12 to 14 inches. On the order of Rosy Morn. A very compact grower and is continually covered with flowers.....	.25	.10	No. 22. ROSE COLOR.—An improved Rosy Morn. Very showy and striking. Wonderful for massing in beds or borders. Very free blooming. Plants of dwarf growth, reaching a height of six to seven inches. Flowers two inches in diameter.....	.25	.10
No. 15. PURPLE AND WHITE.—Especially adapted to window boxes or hanging baskets.....	.50	.25	No. 23. PALE AMARANTH PINK.—Like Rosy Morn, but lighter in color. Flowers single, averaging two inches across, of dwarf growth. Is used extensively for bedding as it blooms profusely25	.10
See color reproduction of this flower on center pages of this catalogue			No. 27. SALMON COLOR (Single).—A beautiful, new color. Flowers four inches, frilled. A ranky grower for boxes and baskets25	.10
No. 16. WHITE BEAUTY.—Single, heavily fringed, about four inches. Snow white, semi-dwarf25	.10	No. 46. DEEP VELVETY VIOLET (Single).—Flowers four to five inches. A 1932 novelty. Exceptionally beautiful.....	.50	.25
No. 17. PALE SULPHUR YELLOW.—Flowers single with heavily frilled edges25	.10	See color reproduction of this flower on center pages of this catalogue		
No. 19. GIANT PINK GLORY.—An improvement on Pink Glory. Same coloring as No. 14, but the blooms are twice the size and of more bushy growth. Exceptionally good for pot plants and window boxes. Also for					

Massillon, Ohio, Dec. 2, 1932.
Richard Diener, Oxnard, Calif.
Dear Sir: I planted your seeds last year and grew some of the finest Petunias I have ever seen. Ruffled Monsters were six and seven inches across. Yours truly,
EDGAR E. UHL.

Wooster, Ohio, Dec. 12, 1932.
Richard Diener, Oxnard, Calif.
Dear Sir: I had a thousand plants last year in three-inch pots and they sold before the first day of May. Please rush seeds for I want some of these for Easter. Yours truly,
J. E. KESLAR.



NO. 42. LARGE DOUBLE FRILLED, IN 3-INCH POTS, TWELVE WEEKS AFTER SOWING

	Trade Pkg.	Sample Pkg.		Trade Pkg.	Sample Pkg.
No. 47. JUMBO MIXTURE OF RUFFLED MONSTER PETUNIAS. — A selection of only the very largest and most outstanding colors of these giant Petunias					
	1.00				
(6 packages)	5.00				
 DOUBLE PETUNIAS 					
Note: All of our double Petunia seeds are raised from double Petunias and so give the highest percentage of double seedlings. The slowest and poorest seedlings will turn out the best doubles.					
No. 24. SALMON DOUBLE. —A new color in Petunias which has made a hit with every visitor at our gardens. I have been working on this color for several years to bring it to perfection. Four inches in diameter.....					
	1.00	.50			
See color reproduction of this flower on center pages of this catalogue					
No. 25. COPPER RED DOUBLE. —A fine new color which attracts immediate attention. About four inches in diameter					
	1.00	.50			
See color reproduction of this flower on center pages of this catalogue					
No. 26. GREEN EDGED DOUBLE. —This type comes in all colors but all have a seam around the petals which is grass green. I have been working on this variety for the last eight years to bring it to perfection, as it was at first somewhat weak. It will attract attention everywhere					
	1.00	.50			
See color reproduction of this flower on center pages of this catalogue					
No. 28. DOUBLE LAVENDER BLUE. — Broad petals. Flowers four to five inches in size. Very free blooming....					
	1.00	.50			
No. 29. PURPLE DOUBLE. —Medium size					
	1.00	.50			
No. 38. DOUBLE RUFFLED MONSTERS MIXED. —Same colors and sizes as single Ruffled Monsters, but double. Bring enormous flowers. Excellent for four- or five-inch pots or bedding. Average amount of double varieties in this mixture is 50 per cent. Three-inch pots should be the smallest pots used for No. 38 seedlings					
	1.00	.50			
1000 seeds	2.00				
See color reproduction of this flower on center pages of this catalogue					
No. 40. MADONNA. — Double frilled, snow white. About four inches in diameter. Semi-dwarf growth.....					
	1.00	.50			

Cleveland, Ohio, Jan. 14, 1933.

Richard Diener, Oxnard, Calif.

Dear Mr. Diener: We have grown your Petunias for years in Kentucky and Ohio, but this last year, 1932, we grew them also in our garden near Ellsworth, Maine, which is pretty far north, near Bangor. The seeds you sent us last year produced far more beautiful and larger Petunias than we had ever seen growing outside. That this occurred in Maine was especially pleasing. Yours very truly,

JOHN CALLAHAN.

■ ■ ■

Delphi, Ind., May 1, 1933.

Richard Diener, Oxnard, Calif.

Dear Sirs: The Petunias that I purchased of you last year all came up and grew into the most gorgeous Petunia plants and blooms that I ever saw—big, heavy plants about three feet high, with peony-shaped blooms, all different shades of color, which brought bushels of comment. The Amaryllis bulbs all came up nicely and are still growing, with two-inch by twenty-four-inch long, bright, green leaves. I am highly anxious to see them in bloom. Very truly yours,

GEO. W. MITCHELL.

Cleveland, Ohio, Jan. 14, 1933.
Richard Diener, Oxnard, Calif.
Dear Mr. Diener: We have grown your Petunias for years in Kentucky and Ohio, but this last year, 1932, we grew them also in our garden near Ellsworth, Maine, which is pretty far north, near Bangor. The seeds you sent us last year produced far more beautiful and larger Petunias than we had ever seen growing outside. That this occurred in Maine was especially pleasing. Yours very truly,
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Dear Sirs: The Petunias that I purchased of you last year all came up and grew into the most gorgeous Petunia plants and blooms that I ever saw—big, heavy plants about three feet high, with peony-shaped blooms, all different shades of color, which brought bushels of comment. The Amaryllis bulbs all came up nicely and are still growing, with two-inch by twenty-four-inch long, bright, green leaves. I am highly anxious to see them in bloom. Very truly yours,
GEO. W. MITCHELL.

Trade Sample
Pkg. Pkg.

No. 42. LARGE DOUBLE FRILLED MIXED.

—After years of crossing and selection I have produced this double strain, which stands highest today commercially. The color plate in this catalogue will give you an idea of its average. In 2½ and 3-inch pots they commence flowering when only three to four inches high. These pictures of plants in pots in our catalogue are actually growing, not like those pictured in catalogues and even ads in trade papers, which are branches cut off by competitors and stuck in three-inch pots to make it appear that they had been growing in the small pots. This is an unfair practice and is misleading as you cannot get the frilled edges or the heavy frilled double types in such small pots. They can only be produced from plants growing in five-to six-inch pots or in the open ground. I would never resort to such practice and would rather claim less and give my customers a surprise when they find that they have more than they expected. If the soil is not rich enough, many of the flowers may appear almost single when raised in small pots, but when you see the same plants after being transplanted into the open, the flowers will be large and double. The amount of doubles is 75 per cent and the single types therefrom are all heavily frilled and eagerly sought by the public.....

1000 seeds	1.00	.50
1000 seeds	2.00	

See color reproduction of this flower on center pages of this catalogue

No. 43. DOUBLE ROSE PINK FRILLED.—

A beautiful Petunia and a color which takes everyone's attention at once. Of the fluffy ruffled type with flowers four to five inches across.....

1.00	.50
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No. 44. DOUBLE FRILLED ROSE PINK AND WHITE VARIEGATED.—Of the fluffy ruffled type. Flowers four to five inches across. Of dwarf, compact growth and flowers sell at sight. It is the grandest combination of colors yet produced in Petunias.....

1.00	.50
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See color reproduction of this flower on center pages of this catalogue

Richard Diener,
Oxnard, Calif.
Dear Sir: I have used Petunia plants which were of the Diener strain and have found that they are the most gorgeous from every standpoint of any strain I have ever planted.
Yours truly,
W. F. GLISSON.

Memphis, Tennessee,
June 30, 1932.

PRICES FOR PETUNIA SEEDS IN QUANTITY

Note: Each of the following numbers, separately (not all the numbers mixed), are sold in quantity as listed below:

Of the following numbers (not mixed), 1, 2, 3, 4, 5, 6, 7, 8, 10, 13, 15, 18, 19, 20, 41, 46:

1/64 oz. \$2.50	1/32 oz. \$4.00	1/16 oz. \$8.00
	1/8 oz. \$15.00	

Of numbers (not mixed) 9, 11, 14, 16, 17, 21, 22, 23:

1/32 oz. \$3.00	1/16 oz. \$6.00	1/8 oz. \$12.00
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Of numbers (not mixed) 24, 25, 26, 28, 38, 42, 43, 44:

1/64 oz. \$5.00	1/32 oz. \$10.00	1/16 oz. \$20.00
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Note: The varieties that are not listed above will not be sold in quantity this year.
Larger amounts on request.

Cleveland, Ohio, Dec. 12, 1932.

Richard Diener, Oxnard, Calif.

Dear Sir: Your seeds produced plants and flowers which were a source of unending satisfaction to the members of a class in practice work at our garden last season. We were so well pleased that I am extending their use this year and am including other seeds than Petunias. Yours respectfully,
K. J. HOPP,
Benj. Franklin Garden.

Hastings-on-Hudson, N. Y., Jan. 19, 1933.

Richard Diener, Oxnard, Calif.

Dear Mr. Diener: Last year we planted your Petunias and had more inquiries as to where they were purchased, etc. They are the most beautiful flowers we have ever seen. Very truly yours, M. B. HORN.

Richard Diener, Oxnard, Calif.

Dear Sir: This is the third year I have ordered Petunias and other seeds from you. I want you to know that I have never seen any better or prettier Petunias. Many people saw them and wanted to know where I bought the plants. When I told them I raised the plants from seeds purchased from you I think some of them doubted my word from the looks I received, being an amateur, but I followed your directions and have succeeded in producing some wonderful blooms. Yours truly, H. BOYER.

Dayton, Ohio, July 14, 1932.

Richard Diener, Oxnard, Calif.

Dear Sir: I want you to know what wonderful Petunias I am enjoying from the package of Ruffled Monster seeds that I purchased from you this spring. They are magnificent, and this is the first time that I have ever been able to raise fancy Petunias from seed. From a fifty-cent package I grew so many plants that I had difficulty in finding a place for them all, and inasmuch as I made two separate plantings from them I expect to have Petunias in their prime until frost. Yours very truly, GEORGE H. FOX.

Cleveland, Ohio, October 17, 1930.

Richard Diener, Oxnard, Calif.

Dear Sir: The Petunias I bought from you this past season were more than satisfactory, they filled a long exis- tant gap in the world of flowers for me. Though I have just started to commercialize my ability in flowers, I obtained numerous orders for Petunia plants for next season. The pepper tomatoes are wonderful and even now we pick a large number of them every day. Their solidity and lack of acid makes them particularly palatable. Sincerely, MONTGOMERY BARNES JR.

OUR WAY OF SOWING PETUNIA SEEDS

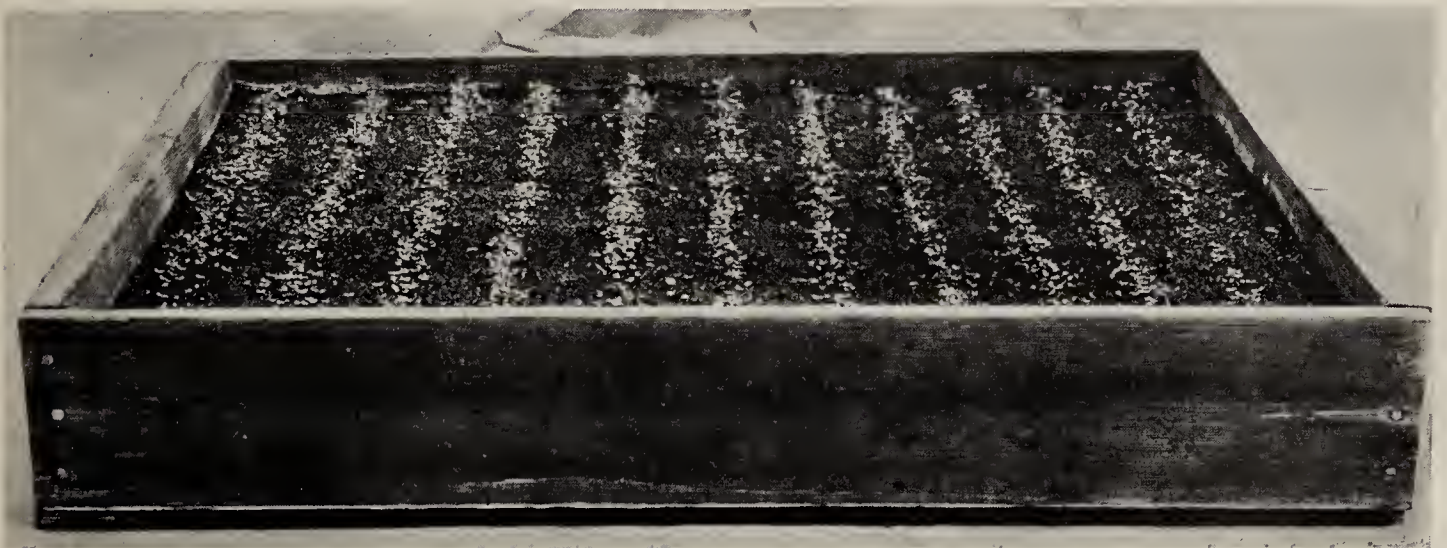


PETUNIA SEEDLINGS EIGHT DAYS AFTER SOWING

■ ■

As the proper way in sowing out Petunia seeds is the most essential part of their success, I am showing some photographs of how we handle them to get 100 per cent germination. The pictures were taken eight days after sowing and the glass panes standing back of the boxes have just been removed. By sowing the seeds in rows as you see here we save transplanting as they are enabled to become large enough here to plant them at once in 3-inch pots and we are also able to stir the soil up between the rows. Boxes are 4 inches high, 24 inches long, and 16 inches wide. We cover the seeds with charcoal dust only.

■ ■



SOWING OF PETUNIA SEEDS

Prepare a seed bed by taking leaf mould soil which has been mixed with some clean, white sand (use positively no fertilizer in this soil when sowing). Sift this through a fine sieve into seed pans and flats within two inches from the top. Fill the remaining two inches at the top of the receptacle with boiling water and let the water seep through the soil and let the soil then stand for a day. This will have killed all weed seeds, worms and fungi contained in the soil. Smooth over the surface of the soil, but do not pack, as Petunia seeds will not grow in soil which has been packed. After the surface is smooth, sprinkle with fresh, cold water so that the soil will settle evenly. Sow the seeds over the top. If you are in a dry atmosphere, sprinkle a very little of this sterilized soil over the seeds. In damp climates no soil covering is needed, but a sprinkling of charcoal dust is good. Place a clean pane of glass over the flats or seed pans. If the sun strikes the glass, place over it a single sheet of newspaper. Always keep the seed bed moist, but not wet. Do not sow the seeds too closely, as they are to attain three to four leaves before transplanting. The glass should be removed as soon as the seeds have sprouted. The young plants should be transplanted as soon as possible into flats, spacing them one inch apart.

Petunia seeds sowed out in this sterilized soil will germinate 100 per cent and the young plants will grow faster and be more vigorous. Also, you will not be bothered with weeds and fungi. These seeds are cleaned by a process where only the fertile kernels are selected. Ants will carry off the seeds if they have any access to same. Snails will eat the young seedlings—a great many in one night. For this reason seed boxes should be placed so that snails and ants are unable to reach them. Most of the loss of the seeds occurs in this way. We would suggest in this case that the seed box be placed on small blocks of wood, the blocks resting in jars or pans, the latter containing either oil or water. The ants or snails are unable to cross the oil or water, and so cannot reach the seeds.

If you have successfully raised Petunias from seeds before, use your own method. The above is given to those who are unacquainted with the handling of Petunia seeds.

HANDLING OF YOUNG PETUNIA PLANTS WHEN GROWING IN 3-INCH POTS FOR THE MARKET

In order to have large flowers and brilliant colors in three-inch pots, a good soil is absolutely essential for the young plants.

Following are Directions for Preparing the Best Soil: It is best to use an even mixture of leaf mould and old, rotten manure (four or five years old or from the hot bed). However, if no old manure is available, leaf mould will do. To a cubic yard of soil add a four-inch pot of fresh Portland cement, a five-inch pot of bone meal, a five-inch pot of dried blood and a regular water pail full of white sand. After mixing all of these ingredients, in a dry

condition, run them through a fine screen. It is best to let this soil lie in the open in the shade of a tree or at the north end of a building to ferment for at least three months before using, but which is not absolutely necessary.

Do not add anything else, as this is the best mixture for proper results. Do not use powdered sheep manure, chicken manure or fish meal, for these ingredients act as poison to Petunias. When transplanting, the young plants should be planted so that just the root part reaches into the soil. If poor soil is used plants will be spindly, flowers small and colors bleached out. This has been the cause of many complaints in regard to the Petunias not being large. You cannot raise good plants in poor soil in three-inch pots. Many mistakes are made in that the seedlings are set too deep. It is very essential to be careful in transplanting so that only the roots are under the ground, as when planted too deep they take much longer to start growth and many will damp off.

My Petunias should not be pinched back when young, as they are naturally stocky and of dwarf growth, which I have accomplished by years of careful selection in that direction.

I receive thousands of questions from my customers every season in regard to growing and cultivating Petunias best, and as my time is continually taken up in my work, I have tried to cover the most important of them in this article. However, there is an excellent book on the market in which nearly all the questions which are asked me are clearly explained. The name of this book is Fritz Bahr's Commercial Floriculture, which you can obtain by sending to me. (See the book page at the end of catalogue.)

FREESIA SEEDS

These are from my own hybrids. They run mostly in lavender, blue, purple, yellow and white. There are some among them with reddish and pink tints. Flowers mostly double the size of the regular kinds and even larger. They have long stems and I believe there is nothing better in existence. I am increasing the stock from some of my finest and largest seedlings of the last few years and the seeds are taken from these. If sowed out early, many will flower five to six months after sowing.

Pkg. 25c ½ oz. 50c 1 oz. \$1.00 1 lb. \$15.00

Directions for Sowing: Sow the seeds right out in the open in subtropical and tropical localities. Put them in rows, twelve inches apart and about three seeds to the inch in the row. Cover the seeds with a good, rich soil one-quarter inch deep. In cold climates, sow them out in boxes or seed pans, placing the seeds about one inch apart and one-fourth inch deep. Leave them there until the leaves have dried up, say about five to six months, and by that time they will have formed nice bulbs, which will bring large flower spikes the following winter.

DAHLIA BULBS

Following I offer twelve new Dahlias of my own origination, all perfectly double, and since hundreds of people who visited my gardens during the last few years have taken down the number of the seedlings they were especially attracted to, I am giving the number of each variety with the name. From several thousand outstanding new seedlings these twelve varieties take the highest place and I am sure they will do so everywhere, even in very hot and dry climates, as they originated in a warm climate. All are good keepers when cut.

RICHARD DIENER (See Back Cover—Seedling No. 426)—Golden orange, iridescent. Around ten inches in size. Disease resistant, does not mildew. Each flower has a three- to four-foot, strong, wire-like stem carrying the flower gracefully. It is one of the best keepers even in hottest weather. The flowers are ball-shaped when fully open, showing no empty back. This Dahlia is absolutely faultless in every detail, and of all the varieties I have seen (and I have seen over 100,000 seedlings of my own) it beats anything shown yet. The fact that I named it for myself is enough guarantee for its superior quality. After watching it four years I have been unable to find anything wrong with it and I am perhaps the most severe critic of all. What my Gladiolus W. H. Phipps and Mrs. Leon Douglas are among Gladiolus today, the new Dahlia Richard Diener is, among Dahlias, first in rank. As my personal time is taken up with so much work here I was not able to exhibit any of my Dahlias at shows, although I have visited all important shows. The color of this Dahlia is so outstanding and wonderful that it must be seen in order to realize its beauty, as even a color picture cannot reproduce the iridescence of it. Every visitor during flowering season was struck by its beauty and most of them took the number of the seedling (No. 426). I am absolutely sure that in a very few years it will be one of the most widely grown Dahlias. It will easily overshadow anything in Dahlias just as my above-mentioned Glads do in Gladiolus today. Is an easy and fast propagator and will make sure money for anybody who handles it. Per Bulb \$3.00 (Divisions)

MRS. CHARLES BLACKSTOCK (Seedling No. 473)—This Dahlia is a seedling from and a great improvement on "Queen of the Garden Beautiful." It was hard to bring the bulbs of "Queen of the Garden Beautiful" over the winter, but this new variety goes through the winter in best condition. Has enormous, perfect double flowers and broad petals of pale lemon yellow. An easy grower and propagator. Extremely free flowering and healthy. This variety is a Dahlia of the first magnitude and will take first rank by its merits alone. It is true that there have been a great many new Dahlias brought out during the last few years; I myself have brought out thousands of varieties better than there were, but when it comes to really outstanding ones this one is outstanding and will be for some time. I have had it under observation for four years and it is a winner. Per Bulb \$5.00 (Divisions)

EDWARD EVERETT HORTON (Seedling No. 538)—Snow-white, perfectly built double of very largest size and one foot in diameter on strong, straight, long stems. Flowers are perfectly placed. It is perhaps the largest white Dahlia with good stems so far produced. A winner. Per Bulb \$5.00 (Divisions)

MRS. RALPH E. BURSON (Seedling No. 539)—White underground, each petal seamed and overlaid with rose purple. Long, fine stems; flowers about ten inches, very free flowering and a first-class commercial florist's cut flower and a fine keeper. An unusual fine lavender Dahlia. Per Bulb \$3.00 (Divisions)

BABE WHITE (Seedling No. 102)—Liserian purple, of very large size on fine, wire-like stems, perfectly placed; extremely free flowering and first of all to flower. A seedling of Mrs. Carl Salbach and will be in great demand for cut flower purposes and borders. It is a self-colored lilac. Per Bulb \$3.00 (Divisions)

FLORENCE ROBERTS (Seedling No. 1)—Snow-white, flowers eight inches in diameter. Petals split on ends; very free flowering. This Dahlia has the finest slender, wiry stems of any Dahlia I have ever seen with the flower correctly placed. It is perfect in every way. Per Bulb \$3.00 (Divisions)

SUNNY BOY (1933 Novelty) (Burson)—Light orange yellow. Center petals when half open are Mikado orange, which gives a very pleasing color effect to the flower. Extremely large on wiry stems. It is faultless and should be a great commercial variety as well as for show. Fine keeper when cut. Per Bulb \$2.00 (Divisions)

ORCHID LADY (1933 Novelty) (Burson)—A new Dahlia of great merit for all purposes. Average diameter, twelve inches. Wiry stems and a fine keeper when cut. The color is a clear lavender, or according to Ridgeway's, Liserian purple. Per Bulb \$2.00 (Divisions)

MABEL TERHUNE SWIFT (Seedling No. 217)—Phlox purple, flowers ten inches, self-color. One of the most perfect Dahlias I ever saw in growth, stems and placement of flowers. Unexcelled for cut flowers and bedding. Grows about five feet tall. Per Bulb \$5.00 (Divisions)



MRS. CHARLES BLACKSTOCK (Seedling No. 473)

MARYLIN ALICE KROUSER (Seedling No. 303)—A semi-cactus, apricot orange. Flowers about seven inches. A color which has attracted every visitor. Brings a great amount of flowers on fine, graceful, wire-like stems. Grows about five feet tall. It is an excellent cut flower variety as well as for borders. Flowers show up well in the evening, under light.

Per Bulb \$3.00 (Divisions)

MISS LILLIAN ARNOLD (Seedling No. 540)—Pale Persian lilac, overlaid and speckled with Laelia pink, or silver pink, in other words. A new type in Dahlias. A perfect Chrysanthemum-shape, correctly and horizontally placed on long, wire-like stems. Ten inches in diameter. A variety of great merit.

Per Bulb \$10.00 (Divisions)



CACTUS DAHLIA TYPE

FLORENCE ELLIS (Seedling No. 433)—Of large size, fine build on long, straight stems. Color is scarlet, reverse side of each petal is ochre buff yellow. A very attractive and showy variety.

Per Bulb \$3.00 (Divisions)

BERTHA LIGHTON (Seedling No. 537)—Deep, velvety maroon, black in center. Ten inches in diameter; perfectly double flowers on long, strong stems. An unusually attractive variety and perhaps the darkest in existence. Per Bulb \$5.00 (Divisions)

BESSIE H. CRAIG (Seedling No. 507)—Color: Lemon yellow speckled with light coral red toward the tips. Petals are curved and folded so that the reverse side comes to the front. Reverse side of petals is light coral red. A very attractive color combination. Flowers reach twelve inches in diameter without special effort. They have fine strong wire-like stems presenting the flowers in a most perfect way. A fine keeper, very free flowering and a very healthy grower. Perfectly double and faultless in every detail and one of the largest kinds in existence.

Per Bulb \$5.00 (Divisions)

DAHLIA SEED

For many years I have used much time, labor and money to bring this lovely flower to the highest perfection. In this I have succeeded most satisfactorily. Due to the unpleasant financial conditions which prevail in the world today, I have devoted my time more to raising Dahlia seeds than bulbs. It makes it easier for anyone to raise my highly improved Dahlias with little expense, as I have placed the price so low that anyone can afford to raise them. Every seedling is new, as none ever come exactly true from Dahlia seeds. If you have a very outstanding seedling you may patent it and exploit it commercially. However, in such a case one should raise the seedling three years and it must be faultless in every way. Everyone has some space where fifty to a hundred Dahlia plants may be grown and if you want some real fun watch a bunch of high-class Dahlia seedlings coming into flower. One must have only the best seeds, as there is a great quantity of trash on the market which brings mostly singles. Dahlia seedlings will flower a month earlier than from bulbs. Plant the seedlings at least three feet



CHRYSANTHEMUM DAHLIA

apart in both directions. In locations where heavy storms prevail place a three-foot stake at each seedling at planting time.

CHRYSANTHEMUM DAHLIA SEED (Mixed, Double)—

The Chrysanthemum Dahlia is one of the greatest achievements in Dahlias. The flowers are very large, curled and twisted, like Chrysanthemums, on stiff, wiry stems, and the colors are the finest brought out yet. It is the best keeper for cut flowers. It took me many years to perfect this type. Seeds from the finest selected, separately grown.

25 seeds 75c 50 seeds \$1.50 100 seeds \$3.00
1000 seeds \$15.00

FANCY SELECTED DAHLIAS—Of all large flowering types, including Chrysanthemum Dahlia.

25 seeds 50c 50 seeds \$1.00 100 seeds \$2.00
1000 seeds \$10.00

DIENER'S GIANT DOUBLE HYBRID DAHLIAS—This mixture contains only the largest and most perfect Dahlias the world has ever seen. The most gorgeous colors on fine, long, wiry stems. They are the highest-bred Dahlias in existence at this time, as you will agree when you see them in flower. This is confirmed by testimonials from everywhere.

25 seeds 75c 50 seeds \$1.50 100 seeds \$3.00
1000 seeds \$15.00

CACTUS DAHLIA SEEDS (Mixed)—This is a mixture of many very fine Cactus Dahlias.

25 seeds 25c 50 seeds 50c
100 seeds \$1.00

POMPON DAHLIA — Pompons are great favorites everywhere for cut flowers and for bedding. Flowers from my strain run from one to three inches in diameter and the blooms have a great range of colors. They are good keepers and are valuable for table decorations, being popularly used in great quantities by cafeterias and restaurants and roadstands.

100 seeds \$1.00
1000 seeds \$5.00

SNOW-WHITE DAHLIAS (All Types Mixed)—This is a mixture of all types of snow-white Dahlias, most of large size and some measuring over a foot in diameter on perfect wire-like but graceful stems. Very free flowering. Nothing to compare with this mixture.

25 seeds 50c 50 seeds \$1.00
100 seeds \$2.00

Directions for Sowing Dahlia Seeds—Sandy leaf mould or any good garden soil should be used. Use a box or pan to sow the seeds into. Fill the receptacle 3 inches with soil. Smooth the surface over with a smooth board, then sprinkle seed over the soil and press into the ground. The seeds should be very lightly covered with the soil, in fact, it should be shaken over the seeds with a fine sieve. Put the seeds in a warm, moist place and see that the soil is not permitted to become dry.

Glass may be put over the flats to preserve the moisture. In this case, if the sun shines on them, they should be protected by a single sheet of paper over the glass. Otherwise, too great a heat will develop between glass and soil. Remove the paper at night and in dark weather.

It will be three months before all the seeds are up, which is natural with Dahlias. Some seeds come up in four days, while others take months. When they are up, take them out of the seed box inside of three days. To do this without interfering with the other seeds, use a sharp-pointed stick and drive it down into the soil next to each seedling and lift same up. Put each plant in a 3-inch pot; they can be kept back for two or three months or until ready to go into the open. Plant in the full sun and stake early.

Every seed is hand picked and will grow if handled correctly.





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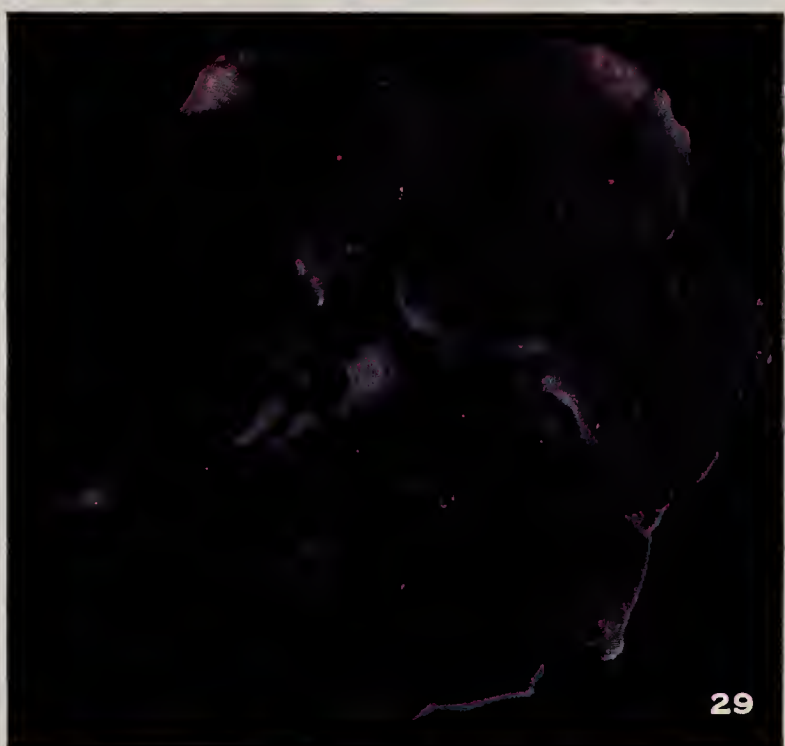
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25



26



29



38



44



No. 42 LARGE DOUBLE
FRILLED MIXED



POMPON DAHLIA

WATSONIA SEED, MIXED

Watsonias are related to the Gladiolus, only much taller and more profuse in flower. They flower in February and March and cannot be raised outdoors where it snows or freezes hard, only in the semi-tropical zone or in greenhouses. They are excellent as cut flowers. Mine are the most up-to-date hybrids and come in all shades such as Gladiolus, except blue and yellow. The flowers are about three inches in diameter.

Sample pkg. 50c Trade pkg. \$1.00

Larger amounts on request.

GLADIOLUS

We have no bulbs of any of our Gladiolus varieties for sale this year as the poor financial conditions and low sales made it necessary to cut down the crop to save expenses. As conditions now seem to be turning to the better, we shall use all our bulbs for increasing our stock. Only the Gladiolus seeds will be for sale this season.

DIENER'S GLADIOLUS HYBRID SEEDS (from latest crossings)—These seeds were taken from all the hybrids obtained from my crossings of the last few years. I have used the best kinds in existence of all types. You can expect some great things from them. This is the best you can get anywhere in the world at the lowest price.

(About) 200 seeds 50c

(About) 1000 seeds \$2.00

GLADIOLUS SEEDS—These are from named varieties of all large flowering types, mixed, not including Tristis hybrids.

(About) 1000 seeds \$1.00

GLADIOLUS SEEDS of "Spirit of St. Louis".

500 seeds 50c 1000 seeds \$1.00

DIENER'S GLADIOLUS HYBRID TRISTIS SEEDS

—I have saved all the seeds from those fragrant seedlings of the wild species, Gladiolus Tristis. This gives anyone a chance to raise stock from the hybrids who wishes to do so. They are very vigorous growers and will have a successful future for winter cut flowers.

Directions for Planting—The seeds should be handled like Freesias. Sow them in six- or eight-inch pots or boxes containing leaf mould. Do not use fertilizer. Cover the seeds very lightly with soil. Leave the seedlings in the pots or boxes until they have finished growing. Plant the young bulbs out in October.

100 seeds 50c

1000 seeds \$1.50

How to Sow Gladiolus Seeds—In the southern temperatures, where there is only light frost or none, the seeds should be sown out in the late fall, in rows, in the open, one foot apart. The seeds should be covered with a half-inch of sandy soil, about the same as onions. Water them well and keep them free from weeds. Cultivate the soil once a month. Many will flower five months after sowing. In climates where there is a heavy frost, it is best to sow the seeds in boxes or hot beds, using good sandy leaf mould soil or three- to four-year-old manure in which to sow them. Take them up in the fall and handle like the regular size bulbs.



GERBERA JAMESONI

(Diener's Hybrids) (Transvaal Daisy)

The Gerbera seeds I am offering here are the acme of perfection and you could not get anything better anywhere. The colors are brought to the highest perfection and run from snow-white to many shades of light pinks, yellow, apricot, lavender to the highest scarlet, with stems from two to three feet long and very free flowering. They are the daintiest flowers for vase and decorations and have the best lasting qualities. Gerbera seeds will not germinate after they are four to six months old. I harvest the seeds all year and will send only freshly harvested seeds. Every seed should germinate.

Pkg. 25c 1/16 oz. (about 500 seeds) 75c 1/8 oz. \$1.25
1/4 oz. \$2.00 1/2 oz. \$3.50 1 oz. \$7.00

Directions for Sowing Gerbera Jamesoni

In those parts of the country where only light frosts are liable to occur, it is all right to sow Gerbera directly in the open, in rows one foot apart. Smooth the soil, then press the surface over with a flat board. Then draw the rows with a pencil so that the furrow is not deeper than one-fourth inch. Drop the seeds into the furrows, about three seeds to an inch, and close the rows by pushing the soil over them sideways with a flat piece of board, the less soil over the seeds the better, for if they are too far under the surface they cannot come up. Water and cover with a frame made of cheesecloth shading. A light shade is necessary to bring the seeds up quickly. Keep the soil just moist, don't soak it, for they do not want much water. They should be kept in the place where sown without transplanting for at least four months. Then they should be planted in four-inch pots in rich soil or in the open, fifteen inches apart. Care should be taken that just the root part is in the ground, the heart must be above the soil. Once a month is often enough to water them in the open and when they are watered see that they are moistened well. Planting in the open is best done in the fall. In cold climates it is best to sow them out in boxes filled with leaf mould soil in which some sand has been mixed and the soil must be at least four inches deep in the boxes. Here you may make the rows two inches apart and three seeds to the inch in the row. Leave the young plants in the boxes at least three months. Then either pot them or plant them in the open. They are semi-tropical and must be taken indoors where the ground freezes in the winter. When planted on benches in the greenhouse, they should be handled just like carnations and the temperature should be between 50 and 60 degrees, not over. They need plenty of light and air under glass. Gerbera is a perennial and after two or three years the plants can be divided up. Always keep them free from weeds.

TRITOMA

(Diener's Hybrids) (Red Hot Pokers)

Tritomas are some of the most showy plants we have and attract much attention. My hybrids are the largest in height and length of flower clusters. Stems range from four to six feet tall. The colors are yellow, coral, orange and scarlet. In very cold climates these plants should be taken out of the ground and stored like Dahlias in the cellar through the winter. The seeds

take from four to six weeks to come up and should be kept very moist.

Trade pkg. 25c 6 trade pkgs. \$1.00

TRITOMA RUFA HYBRIDS

Tritoma Rufa is a small ever-flowering variety which I crossed with the others and obtained a strain which flowers almost continually. They are very free-flowering, making stems two to three feet long. Very valuable for cut flowers and bedding.

Directions: Sow Tritoma seeds out in boxes or pans filled with sandy leaf mould. Cover 1/6 of an inch with the same soil and keep moist and shaded. They will not come up for six weeks.

Pkg. 25c 6 pkgs. \$1.00



DIENER'S NEW GIANT DOUBLE WHITE SHASTA DAISY (PERENNIAL)

SHASTA DAISY

(Perennial) (Chrysanthemum Maximum Hybrids)

For the last six years I have made many crosses for larger flowers, double, and long wire-like stems, in which I have succeeded wonderfully. The Shasta Daisy is bound to be in the foreground for years to come. I produced the most beautiful, perfect doubles over five inches in diameter, with long, strong stems, but they can only be propagated by division as they do not bring any seeds and so it will be several years before they can be put on the market. Among my seedlings this year I have many flowers between seven and eight inches across, of perfect shape and on stems four to six feet tall and scores of wonderful, semi-doubles in all kinds of shapes and forms.

Clarksville, Tenn., Jan. 14, 1933.

Richard Diener, Oxnard, Calif.

Dear Sir: You may be interested to know that several plants from seeds of your Double Shasta Daisy planted last spring bloomed for me in the fall and all were double and most unusual and attractive.

Yours truly,

JOSIAH FORT.

DIENER'S NEW GIANT DOUBLE WHITE SHASTA DAISY

(Perennial)

This new double Shasta Daisy will be a great addition to our cut flowers. It is around five inches in diameter on long, stiff stems, flowering for about three months. They look very much like Giant Asters and in locations where Asters cannot be raised, due to diseases, this double Shasta Daisy will take the place of Asters and will be one of the best novelties in the next few years.

Package 25c 6 packages \$1.00 1/8 oz. \$6.00
1/4 oz. \$12.00 1 oz. \$40.00

GIANT SEMI-DOUBLE LONG-STEMMED SHASTA DAISY

This type has a row of petals outside and are overlaid with split, curled and quilled petals, which form unusual and beautifully shaped flowers four to five inches in diameter on stems up to four feet long.

Package 25c 6 packages \$1.00

GIANT SINGLE BROAD PETELED SHASTA DAISY

Flowers five to six inches in diameter on three to four foot, strong, wiry stems. The largest Shasta Daisy so far produced.

Package 50c 6 packages \$2.00

Directions for Sowing: Sow the Shasta Daisy seeds in a cold frame in light soil containing some sand. Cover the seeds very lightly with the same soil, just enough to cover them and keep moist. Shade the seed bed with either cheesecloth or muslin until they are up. (Handle them just like you would handle Pansy seeds.)

SHASTA DAISY SEEDS FROM MY 1933 SEEDLINGS

Just as they have grown, nothing taken out. You will find the largest and most perfect types in double, semi-double and single. No two will be alike so you will have some real surprises from them. In their second year, seedlings will reach perfection.

Package 25c 6 packages \$1.00

NEW CYNOGLOSSUM AMABILIS, 1933 IMPROVED

"Chinese Forget-me-not"

This new Cynoglossum resembles Myosotis Alpestris so closely that an expert cannot tell them apart, and it can be brought into flower any time during the year. It will commence to flower seven to eight weeks after sowing and brings a great amount of cut material and should be very valuable for raising on benches in greenhouses during the winter. Color and growth are perfect in every detail.

Sample package 25c Trade package 50c

COLUMBINE

Long spurred, finest colors, mixed.

Package 25c

NEW DOUBLE SWEET-SCENTED NASTURTIUM

"Golden Gleam"

An outstanding novelty for 1932. The color is golden yellow. The flowers have stems six inches in length which make it a fine cut flower. Continuously full of flowers. Excellent for bedding and pot plants and for forcing. Very sweet scented.

Package 15c

Burlingame, Calif., May 16, 1933.
Richard Diener, Oxnard, Calif.

Dear Mr. Diener: The Pansy seeds I purchased from you last fall have been extremely satisfactory. Very truly yours,
MISS R. OSWALD.



ICELAND POPPY CALIFORNIA

(Diener)

Flowers are golden orange, exactly like the California Wild Poppy, *Echolzia Californica*, in size and color. It is a very valuable cut flower for growing under glass in the winter, where it is raised the same as carnations, and for outdoor bedding. It flowers for months and brings a great amount of flowers on stems fifteen to twenty inches long and lasts well when cut. We are selling a quantity of Poppy plants locally in 3-inch pots at 10 cents each or \$1.00 per dozen; having one or two open flowers in eight to ten weeks after sowing. It is one of the best sellers I have ever seen. People who see it in flower want it immediately.

Sample pkg. 25c Trade pkg. 50c
6 Trade pkgs. \$2.00

SCABIOSA

(Grandiflora Fl. Pleno) (Annual Double Sweet Scabiosa)

This is a mixture of the largest and finest double Scabiosa with strong, straight stems, three to four feet long. It is an unexcelled summer cut flower, which is sown right where you want it, best in rows.

All Colors Mixed.....Package 10c 6 packages 50c

Decatur, Ala., Oct. 14, 1932.

Richard Diener, Oxnard, Calif.

Dear Sir: The Dahlia seeds I purchased from you did remarkably well this year. There were four beautiful Dahlias which were admired by all who saw them and not much culling necessary, as they have come more than 80 per cent double. I am very much pleased in them for both pleasure and profit.

Yours truly,
MRS. W. M. MARSHALL.



FLOWER SPIKES, FOUR FEET HIGH, CUT FROM
SIX MONTHS' OLD SEEDLINGS

DIENER'S DELPHINIUM HYBRID
PERENNIALS

"Dreams of Beauty"

The largest and most perfect strain of Perennial Delphiniums so far produced. They have grown to perfection in Alaska and the tropical climate of Central America as well as the United States and Canada.

The color combinations are exceptionally beautiful and the name, "Dreams of Beauty", is ideal for them, as you will agree when you see them in flower. These Hybrids bring immense flowers on slender, wire-like stems with laterals. This is the best disease-resisting strain today, as it is little affected by black rot and mildew. The flowers have a wide range of colors, from pale sky blue and all shades of blue to deep indigo blue in single, semi-double and double. All colors are iridescent and alive. No pale, washed-out shades are found in this strain. Many have pink fillings. For commercial growers they are sure money makers.

Sample pkg. 50c Trade pkg. \$1.00 1/2 oz. \$2.50
1 oz. \$5.00 1 pound \$60.00

Directions for Sowing: Make a soil of leaf mould with a little sand and sift through a screen. Place this soil three inches deep in a box or bed and smooth the surface of the soil with a flat board. Then sprinkle the seeds over the surface and press them into the soil with the board. Do not cover with any soil or at least very lightly, not more than the thickness of the seeds, as they will not come up if too heavily covered. Moisten the soil with a fine sprinkler and cover the seed bed with burlap. Sprinkle the burlap two or three times each day to keep moist. Remove the burlap about eight to ten days after the seeds are up and keep the soil moist at all times. Under no condition should you use a fertilizer of any kind in this seed bed. Keep snails or slugs away by making a ring around the seed bed, with air-slacked lime. Keep the young seedlings shaded with cheesecloth.

THALICTRUM DIPTEROCARPUM

A hardy perennial from China. Grows four to five feet tall, making very graceful plumes of rosy purple and conspicuous yellow anthers. Unexcelled as a cut flower as well as for bedding.

Trade pkg. 50c 1/2 oz. \$1.75 1 oz. \$3.50

Plant City, Fla., Feb. 9, 1933.
Richard Diener, Oxnard, Calif.
Dear Sir: I have been selling some very nice Gerberas raised from your seeds and have had some flowers over six inches in diameter. I find that flowers about four inches in diameter or larger find a ready sale at a good price when smaller ones cannot be sold. Yours very truly,
HOMER HULL.

Roanoke, Va., Sept. 29, 1932.
Richard Diener, Oxnard, Calif.
Dear Sir: We have had wonderful reports on your "Dreams of Beauty" Delphinium plants which we sold last spring and they have created much talk among garden clubs here. Yours truly,
HEDGE LAWN NURSERIES, INC.

Lindsay, Calif., Nov. 3, 1932.
Richard Diener, Oxnard, Calif.
Dear Sir: Your "Dreams of Beauty" Delphiniums planted at this time last year (in cold frame) did remarkably well and have bloomed all summer and are still blooming. Yours truly,
O. L. GAITHER.

Roanoke, Va., July 27, 1933.
Richard Diener, Oxnard, Calif.
Dear Sir: Please mail us one ounce of Delphinium seeds, "Dreams of Beauty." We had some of this variety last season from you and our clients have had wonderful success with same. The mildew-proof feature you advertise is not overrated at all. Yours truly,
HEDGE LAWN NURSERIES, INC.

STATICE SINUATA

(Everlasting)

This is one of the best cut flowers for florists as well as the private gardens. Is easily and quickly raised and flowers continually. The more you cut of the flowers, the more it will flower.

By years of selection and crossing I have produced some beautiful clean colors in all shades of the rainbow and having large flowers on stems measuring from two to three feet.

Statice is to be cut when the flower is just at its best. Put up in bunches containing from one to two dozen stems to each bunch and hang them up in a dark room where they will keep for months. These are used during the winter months when flowers are scarce.

Statice is a perennial in localities where only light frost occurs but will not stand heavy freezing.

Directions for Sowing: Sow the seeds in cold frames or boxes. Smooth the surface of the soil and sprinkle the seeds over it just as they go. Do not separate the seeds. Then press them into the soil with a smooth board. Cover them very lightly and keep them moist. If the atmosphere is very dry it is best to cover seeds up with burlap and moisten the burlap three or four times each day. The seeds will be up in eight to ten days. Leave them in the full light as soon as the plants appear. Transplant two feet apart as soon as the seedlings have four or five leaves.

White	Pkg. 25c	1/4 lb. \$1.00	1 lb. \$4.00
Deep Blue	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00
Blue	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00
Yellow	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00
Pink	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00
Mixed	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00

Larger amounts on request.

Pastel Shades Mixed: This is a mixture of all the most modern shades of Statice of Chamois, reddish pink, flesh pink and all the intermediate colors for cut flowers and flower work. Nothing finer imaginable. All colors are clean and distinct. Years of crossing and selection have produced this wonderful strain. Try a package.

Package 25c	1/4 lb. \$1.00	1 lb. \$4.00
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CUCUMBER "GERMAN DELICATESS"

One of the best cucumbers for outdoor growing. Has a very small core for seeds and is of fine flavor. Very quick growing and immensely free bearing. Very hardy against disease.

Pkg. 25c	1 oz. \$1.00
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STATICE SINUATA (DEEP BLUE)

CUCUMBER SEED "SENSATION"

This cucumber has proven to be the most valuable variety for forcing under glass and in hotbeds, as well as for outdoors. In a greenhouse with a temperature of 70 degrees the fruit reaches the length of 12 inches in one week and is a deep green color. One plant will bring from 270 to 300 perfect fruit in one season. In order to get more fruit from a vine, never allow any of the fruit to ripen on the plant; as soon as they reach their full size, pick immediately.

Pkg. 25c	1 oz. \$7.00
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Directions for Planting Cucumbers in Greenhouse— The best way to raise cucumbers in the greenhouse is to make a ground bed of horse manure three feet high, packed as hard as possible, which has been moistened well when packed. Put over this one foot of good, old rotten manure or hot bed soil with a little sand mixed together with the manure. Then plant one row of young cucumber plants, preferably from 3-inch pots, about four feet apart, two plants to the spot, the two being about six inches apart. (The two plants are planted together so that if something happens to one there is always another plant to fill in the space.) The vines should be run over wide meshed wire netting which should stand 45 degrees. The vines should not be tied so when the manure settles there should be plenty of play. Otherwise the plants would pull out of the soil.

If fresh horse manure is not available, leaf mould with plenty of cow manure mixed will do. It must be at least three feet high in the bed and the temperature never under 70 degrees at night.



PANSY SEED

The following list of Pansies is made up of some of the world's finest varieties and you may be sure of getting full satisfaction at a very reasonable price. If you have raised only the common kinds, try a few of the ones I offer here and you will be surprised at their size and wonderful colors.

How to Sow Pansy Seeds—Sow the seeds in a cold frame in light soil without any fertilizer. Cover the seeds very lightly with the same soil and keep moist. Shade the seed bed with cheesecloth or a muslin screen, and as soon as all the plants are up remove the screen. Or you may sow them in a large pot or seed pan. During the fall is the best time to sow Pansy seeds.

MASTODON PANSIES

JUMBO MIXED (New)—These Pansies will bring gigantic flowers without any special effort, measuring up to 4¼ inches in diameter. They have a wide range of colors in all shades of the rainbow.

Pkg. 25c 1/32 oz. 85c 1/16 oz. \$1.25 1/8 oz. \$2.25
1/4 oz. \$4.25 1/2 oz. \$8.25 1 oz. \$16.00

SEA BLUE (New)—The most beautiful shade of blue we have ever seen. Very large.

Pkg. 25c 1/16 oz. 75c 1/8 oz. \$1.25 1/4 oz. \$2.50
1/2 oz. \$4.75 1 oz. \$9.00

"400" MIXED—A super Swiss strain. Grand in size, form, color and substance. Huge jewels of velvet and red and gold, with variations of those colors, including shades entirely new.

Pkg. 25c 1/16 oz. 85c 1/8 oz. \$1.25 1/4 oz. \$2.50
1/2 oz. \$4.75 1 oz. \$9.00

MIRACLE MIXED—Finest types of our strains, latest novelties.

Pkg. 25c 1/16 oz. 65c 1/8 oz. \$1.00 1/4 oz. \$2.00
1/2 oz. \$3.75 1 oz. \$7.00

MASTERPIECE MIXED — Long stems. Best for Cut Flowers.

Pkg. 25c 1/16 oz. 85c 1/8 oz. \$1.50 1/4 oz. \$2.75
1/2 oz. \$5.25 1 oz. \$10.00

GREENHOUSE SPECIAL MIXED—Fine market strain.

Pkg. 25c 1/16 oz. 50c 1/8 oz. \$1.00 1/4 oz. \$1.50
1/2 oz. \$2.75 1 oz. \$5.00

GOLDEN GATE—A monster golden yellow.

MLLE. IRENE—A henna red type, new to Pansies.

VULCANO—Burgundy red, long stems.

ISABELLE—A ruffled bronze and yellow.

Price of each of the four above varieties:

Pkg. 25c 1/16 oz. 65c 1/8 oz. \$1.00 1/4 oz. \$2.00
1/2 oz. \$3.75 1 oz. \$7.00

PANSY SEED—Concluded

PANAMA PACIFIC—A large yellow.
PARISIAN YELLOW—A pure yellow.
BRONZE—Very large. Many shades.
WHITE—(Dark Center). Very large.
BLACK—Nearly all jet black.
GRAND DUKE MICHEL — The largest all-white Pansy.
STRIATA—Striped sunburst.
MADAME STEELE—Elk's purple; immense blooms; a perfect self.
MADAME PERRETT—Bordered white; colors—pink, wine and red.

PRINCE HENRY—A splendid dark blue.
IMPROVED BEACONSFIELD—A fine bluish purple with a distinct lavender tinge.
ADONIS—Light blue and lavender shades.
Price of each of the twelve varieties named above is:
Pkg. 25c 1/16 oz. 50c 1/8 oz. \$1.00 1/4 oz. \$1.75
1/2 oz. \$2.75 1 oz. \$5.00
Other prices: Your choice of any of the above 22 varieties at:
5 packages, assorted colors.....\$1.00
All 22 varieties (1 pkg. each)..... 4.00

ASTERS

We are offering the following varieties of Fusarium wilt-resistant strains of Asters which we believe will be practically immune to this disease and we feel sure that by using this seed many disappointments due to crop failures will be eliminated.

EARLY BEAUTY

Crimson	Package \$.15
Lavender	"	.15
White	"	.15

BEAUTY CARMINE ROSE

Carmine rose	"	.15
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UPRIGHT BRANCHING ASTER

Flesh Pink (Pink Enchantress).....	"	.15
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IMPROVED CREGO ASTER

White	"	.15
Deep rose	"	.15
Pink (shell pink).....	"	.15
Violet	"	.15

OSTRICH FEATHER

Deep rose	"	.15
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GIANT BRANCHING COMET ASTER

Royal purple	"	.15
White	"	.15

For all the above wilt-resisting varieties, quantity prices are as follows:

1/8 oz. 50c 1/4 oz. \$1.00 1 oz. \$3.50

Larger amounts on request.

IMPROVED NEW GIANT CALIFORNIA SUNSHINE

A novel and distinct type of Aster. The outer petals are twisted and quilled and surround a central cluster of florets, which are of a contrasting pale color. Wonderful cut flower and makes a striking decoration for large vases.

Mixed Colors	Package \$.10
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Quantity prices for the above as follows:

1/8 oz. 35c 1/4 oz. 65c 1 oz. \$1.75

OSTRICH FEATHER ASTER

The finest of the giant Comet or Ostrich Feather type. Long petals, twisted and forming a full, fluffy flower. Plants robust in growth, 2 1/2 feet high.

White, turning to sky blue, dwarf.....	Package \$.10
Cinnabar, for border work.....	"	.10
Crimson	"	.10
Dark Blue, or purple.....	"	.10
White	"	.10
Deep Rose	"	.10
Light Blue	"	.10
Rose Pink, lavender pink.....	"	.10
Shell Pink	"	.10
Sky Blue	"	.10
Finest Mixed	"	.10

Quantity prices for the above as follows:

1/8 oz. 35c 1/4 oz. 65c 1 oz. \$1.75

IMPROVED QUEEN OF THE MARKET

These well-known, early flowering Asters are of a branching habit, about 20 inches high, coming into bloom directly after the early Express and are one of the most useful types for early market purposes, having long stems for cut flowers.

Crimson	Package \$.15
Dark Blue	"	.15
Flesh Pink	"	.15
Light Blue, or dark lavender.....	"	.15
Deep Rose	"	.15
Scarlet	"	.15
Purple, reddish, new	"	.15
White	"	.15

Quantity prices for the above as follows:

1/8 oz. 50c 1/4 oz. \$1.00 1 oz. \$3.50

IMPROVED GIANTS OF CALIFORNIA

Blooming season from early July until killed by frost.

White, new, fine.....	Package \$.15
Peach Blossom	"	.15
Light Blue	"	.15
Deep Rose	"	.15
Dark Purple	"	.15
Finest Mixed	"	.15
One package each of above at.....		.60
Quantity prices for the above as follows:		
1/8 oz. 50c	1/4 oz. \$1.00	1 oz. \$3.50

EARLY BEAUTY TYPE ASTERS

Azure Fairy, azure blue or dark lavender	Package \$.15
Crimson	"	.15
Peach Blossom	"	.15
Purple	"	.15
Rose, pleasing deep rose.....	"	.15
September Beauty, flesh pink.....	"	.15
White	"	.15
One package of each of above.....		.60
Quantity prices for the above as follows:		
1/8 oz. 50c	1/4 oz. \$1.00	1 oz. \$3.50

EARLY FLOWERING TYPES

(Extra Early Express, or Early Wonder Aster)

These are the earliest blooming Asters. Flowers large and full of the Comet type (Dwarf).

Carmine Rose, new	Package \$.15
Crimson, new	"	.15
Light Blue, new	"	.15
Rose	"	.15
White	"	.15
Finest Mixed	"	.15
Quantity prices for the above as follows:		
1/8 oz. 50c	1/4 oz. \$1.00	1 oz. \$3.50

IMPROVED CREGO ASTER

Plants robust, about two feet high, branching habit. Flowers large, double and well formed, of the Comet type.

Cattleya, orchid, new, fascinating.....	Package \$.10
White	"	.10
Pink, shell pink.....	"	.10
Crimson	"	.10
Azure Blue	"	.10
Deep Rose	"	.10
Purple, or dark blue.....	"	.10
Rose Pink, lavender pink.....	"	.10
Finest Mixed	"	.10
Quantity prices for the above as follows:		
1/8 oz. 35c	1/4 oz. 65c	1 oz. \$1.75

A NEW ASTER OF EXCEPTIONAL MERIT

(Giant Mammoth Paeony Flowered Type)

This Aster is a fine florist strain. The flowers are of immense size, very double, borne on long, stout stems, quite free from laterals. They are good shippers, for they keep longer after cutting than any other Aster.

Swansdown, pure white	Package \$.15
Azure Fairy, clear azure blue.....	"	.15
Maiden's Blush, delicate flesh.....	"	.15
Peach Blossom	"	.15

1 package each of four above varieties.....		.50
Quantity prices for the above as follows:		
1/8 oz. 50c	1/4 oz. \$1.00	1 oz. \$3.50

MISCELLANEOUS VARIETIES

PEERLESS YELLOW		
Best yellow.....	Package \$.10
HEART OF FRANCE, plants about 2 feet high, branching habit, flowers medium size, rich dark red.		
	Package \$.15

Tulsa, Okla., Oct. 23, 1932.
Richard Diener, Oxnard, Calif.
Dear Sir: I have tried seeds from several other sources, but none have had as high percentage of yield nor as good stock as Diener's seeds. I have several Diener's seedlings that have taken blue and red ribbons at the local fairs.
Yours truly,
CLYDE SLOAT.

Hornell, N. Y., Jan. 20, 1933.
Richard Diener, Oxnard, Calif.
Dear Sir: This is a duplicate of our last year's order, which turned out very satisfactory, and we will appreciate your filling it as you did then, making prompt shipment.
Respectfully yours,
C. G. JAMES & SONS.

LARKSPUR

Giant Imperial (Improved Upright or Mammoth Column)

The Giant Imperial strain of Larkspur has been so far improved over the old stock-flowered strain that comparison is scarcely possible. The upright habit and close placed basal branched laterals are a great saver of space for greenhouse and garden rows.

Miss California, deep pink on salmon.....	Package \$.10
Carmine King, deep carmine rose.....	"	.10
Exquisite Pink Improved	"	.10
Exquisite Rose	"	.10
Peach Blossom	"	.10
Blue Spire	"	.10
Lilac Spire	"	.10
White Spire	"	.10
Daintiness, delicate lavender.....	"	.10
Gloria	"	.10
1/2 oz. 50c 1 oz. \$1.00		

ZINNIAS

Within the last few years these giant Zinnias have been improved to perfection. No matter how small the garden, it is not complete without these wonderful flowers. In window boxes and large tubs they will give great satisfaction and in good soil will grow perfectly. In fact, they bring splendid results in common soil. They are best suited to a hot place in the full sun. You will be surprised at the gorgeous colors and large size and how little effort it takes to raise them.

Directions for Sowing: Sow them out in a sandy leaf mould soil in pots or boxes. It is best to sow the seeds directly where you want them, about three seeds to the spot, two feet apart. Cover the seeds about one-eighth inch, not more, otherwise they will not come through.

DOUBLE GIANT DAHLIA
FLOWERED

LUMINOSA

This is an entirely new shade in Zinnias. A charming shade of bright deep pink, with a light suffusion of salmonPackage \$.15

OLD GOLD

Glowing, burnished deep and lighter shades of old goldPackage \$.15

EXQUISITE

By far the most pleasing of our collection. Truly Dahlia flowered as regards form and size. Color, light rose with center a deep rose..Package \$.15

ORIOLE

We consider this the most beautiful of its class. It is an immense orange and gold bicolor, changing slightly as it ages, but at all times worthy of the beautiful bird for which it is named.
Package \$.15

ILLUMINATION

Similar to Exquisite, but a striking self-color of deep rose....Package \$.15

CRIMSON MONARCH

By far the largest and best of the red shades. Flowers often eight inches in diameter. Plants very vigorous. A marvelous production of extraordinary meritPackage \$.15

GOLDEN DAWN

A beautiful golden yellow of immense size and good form. Very attractive.....Package \$.15

CANARY BIRD

A delicate shade of primrose, very large and holds its color well until out of bloom.
Package \$.15

DREAM

A fine, deep lavender, turning to purple, a new desirable shade in Zinnias.....Package \$.15

PURPLE PRINCE

A fine, deep purple, large and well-formed.
Package \$.15

POLAR BEAR

A very large pure white, the best white yet seen in Zinnias. True Dahlia form.....Package \$.15



SPECIAL GOLD MEDAL MIXTURE

A well-blended mixture containing all the above noveltiesPackage \$.15

Quantity prices are as follows:

1/8 oz. 30c 1/4 oz. 50c 1/2 oz. 85c 1 oz. \$1.60

IMPROVED LILLIPUT, POMPONS OR
BABY ZINNIAS

Small, double flowers for pots, borders or cut flowers.

Canary Yellow	Package \$.10
Crimson Gem	" .10
Golden Gem	" .10
Rosebud, new, rose pink.....	" .10
Salmon Rose	" .10
Scarlet Gem, Red Riding Hood.....	" .10
Flesh	" .10
Purple	" .10
White Gem	" .10
Finest Mixed	" .10

Quantity prices for the above as follows:

1/4 oz. 45c 1/2 oz. 75c 1 oz. \$1.25

TOMATOES

For many years I have been working on tomatoes, crossing all kinds together to derive a large size tomato of an exquisite flavor. I raised hundreds of large-sized varieties, but their fruit was too imperfect, having heavy cores and being rather crippled.

In 1916 I first got what I had in mind, a good, large tomato from a cross of San Jose Canner and Trophy, which is the Diener tomato now and which is now raised, mostly on the coast for canning, on thousands of acres, as it has proved the most satisfactory tomato for canning and for ketchup, as well as tomato juice. One corporation raises over 6000 acres of the Diener tomato.

The Ventura tomato is a smaller tomato of regular market size, weighing from four to eight ounces. It is immensely free bearing, has very solid, perfectly formed fruit, and a very fine flavor. It is the best Fungi-resisting tomato yet produced.

Directions for Planting: Most of the trouble with tomatoes on the coast is not disease, but too much sunlight. I have always believed that a tomato wants all the sun it can get, but that is not so, as I found out by an experiment. I planted a patch of tomatoes, half under lath-house shading and the other half extending into the full sun, both halves joining each other. The same variety, same seeds, soil, etc., were used. Those in the full sun died completely after the first crop was picked in August, while those under lath shading kept healthy and bearing fruit until February—six months longer than those in the full sun. The variety that I used for this trial was the Ventura tomato, so if you have trouble in raising tomatoes in your locality, try shading them. Cheesecloth will do for shading. If you have just a small garden, raise a few tomatoes in small lots. It is best to train them up on eight-foot high 2-inch stakes. Train just one shoot, cut all side shoots away and tie the main shoot with strong twine. Set the stake at least 2½ to 3 feet in the ground so it will not fall over in heavy rains and wind. Place the stakes about three feet apart. Enrich the soil by fertilizing. Water once a week, but never over the leaves. Keep the leaves and flowers dry, as otherwise the flowers would drop off. By this method you will be able to raise a quantity of fruit of the finest quality. The pepper tomato has a more spicy flavor and many of my customers prefer this variety.

DIENER'S FORCING TOMATO

For Greenhouses and Frames. An immense free bearing tomato of about four to five ounces, fine red meat and the fruit is very even. There is nothing better in existence today for this purpose.

Trade pkg. 50c 1 oz. \$2.00

THE PEPPER TOMATO

(Diener)

A cross between Bell Pepper and Tomato. This tomato should be in every garden; having the pepper flavor added to the tomato, it has a unique spicy taste, and all who have used them prefer them for tomatoes. It is extra early bearing; never has any deformed fruit; very solid and more egg-shaped than round, and from four to six ounces in weight.

Pkg. 25c Trade pkg. 50c 1 oz. \$1.00
1 lb. \$15.00



THE DIENER TOMATO

"King of All Tomatoes"

This tomato was originated by Richard Diener in 1917 and has proven in every respect far superior to any variety now existing. The size of the first fruit reaches the weight of three pounds, but the average is about one pound. The yield is very heavy.

The flesh is very solid and perfectly filled out, leaving no hollows. For this reason it is very valuable for dehydrating or canning. Canned, this tomato has the finest flavor of any tomato known. It is used in great quantities by California's largest canneries. The flesh is magnificent, dark red and very sweet and free from acid. It produces very few seeds, so is exceptionally fine for catsup and best for tomato juice.

Pkg. 25c Trade pkg. 50c 1 oz. \$1.00
1 lb. \$15.00

DIENER'S YELLOW TOMATO

This is a large, yellow tomato, very early and free bearing. It has a fine, non-acid flavor. If you eat it once, you will want it in your garden every year.

Package 25c

TOMATO COLLECTION

For those who have a small garden and want a few plants of each, I have made a collection of Pepper, Diener, Ventura and Yellow tomatoes and a package of cucumber seeds, each package containing about fifty seeds and each variety labeled in a separate package.

Package 25c



NEW BLIGHT-RESISTING TOMATO

"Ventura" (Diener)

Ventura is the most perfect tomato produced so far, as it is very early. The fruit is as smooth as an apple, having a weight of four to eight ounces. Its flesh is of a fine tomato color and is very solid when ripe, so much so that it keeps solid for several weeks without spoiling or rotting, being immune from Fungi. It can be shipped in a ripe condition to very long distances. Ventura has a very delicious taste,

it being a seedling of the Diener tomato which is known for its wonderful flavor when canned. It is extremely free bearing. To get the true variety always get the seed direct from me.

Seeds from Cutting raised plants:
Pkg. 50c 1 oz. \$5.00

Seeds from Seedling raised plants:
Pkg. 25c 1 oz. \$1.00 1 lb. \$14.00

Detroit, Mich., Feb. 20, 1933.

Richard Diener, Oxnard, Calif.

Dear Sir: Got some Ventura seeds from you last year and had splendid results, but this year I am going to start the seeds in the nursery and plant outside from four-inch pots to get earlier crop. The Ventura tomato has a fine flavor, is splendid for table use and makes a wonderful canning tomato. We canned eighty (80) quarts for our own use.

Yours very truly,

C. C. FRENCH.

■ ■ ■

Cincinnati, Ohio, Mar. 14, 1933.

Richard Diener, Oxnard, Calif.

Dear Sir: I am still growing your Diener Tomato, saving the seeds from year to year. They are the largest and finest flavored tomatoes I have ever seen and attract much attention and admiration. I am enormously proud of them.

Very truly yours,

NINA BROWNE PARKER.

Belle Vernon, Pa., Feb. 28, 1933.

Richard Diener, Oxnard, Calif.

Dear Sir: Last year was the first that I have ever grown the Pepper Tomato. It far exceeded my expectations. The year was a poor one for gardening, but the Pepper Tomato continued to bear until frost. As for flavor, they can't be beat.

Respectfully,

WALTER C. SCOTT.

■ ■ ■

Meadowbrook, Penna., August 23, 1932.

Richard Diener, Oxnard, Calif.

My Dear Sir: I purchased some Petunia seeds from you last spring and my gardener started them in a cold frame. He followed the directions which you give so clearly in your catalogue and I assure you I have never seen such beautiful flowers. They have been a show for three months and they have had many admirers. I have cut some for the house but do not cut enough to mar the beauty of the garden.

Most sincerely,

MRS. W. G. SIBLEY.

PRACTICAL GARDENING BOOKS

Written by well-known authorities in a concise and lucid manner, handsomely printed on good paper, profusely illustrated and attractively bound in durable covers

My customer list is increasing by the thousands every year. So many people write every day asking questions concerning many subjects of Floriculture, it is impossible for me to answer all these questions, as the management of my business and the plant breeding work that I carry on takes all of my time, in spite of long hours of work every day. For those looking for such information, I have listed the following books. These books are inexpensive and are written by experts in their lines.

ROSES

By F. F. Rockwell

Tells just what the beginner or average flower lover can do with roses. Varieties are classified according to their uses as garden, climbing, and landscape roses and the part each of these plays in the garden is fully explained with complete directions for rose care and culture, planting, propagation, protection from insects and diseases, and variety lists. 74 illustrations; 88 pages. \$1.00.

HORTUS: A CONCISE DICTIONARY OF GARDENING

By L. H. and Ethel Z. Bailey

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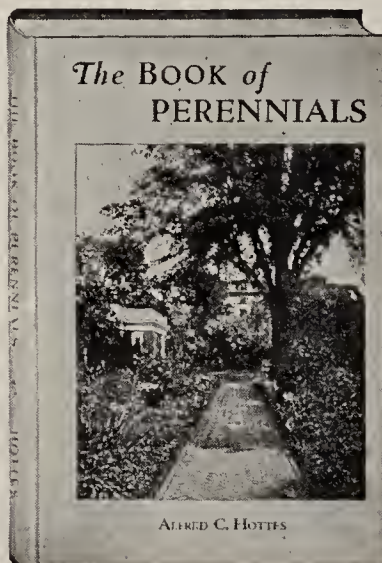
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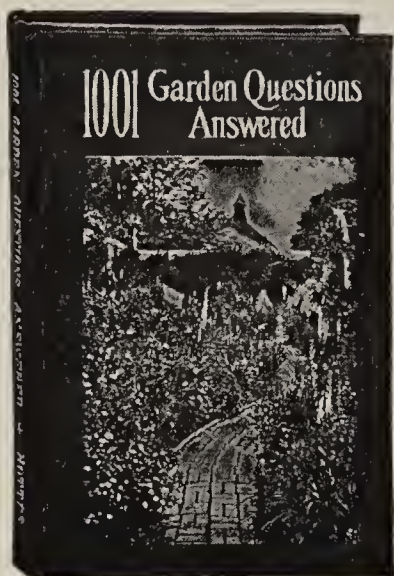
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By Archie Thornton

Unusually complete for information on construction. Also gives care and culture. 152 pages, 70 illustrations and 4 color plates. Imitation leather, \$2.00; postpaid, \$2.15.

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Treats of Cacti indigenous to the United States, giving uses, classification, description, habitat, flowering periods, diseases, cultural directions. 182 pages, 56 illustrations, and 4 color plates. Linen cloth, \$2.65.

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BOOK OF SHRUBS

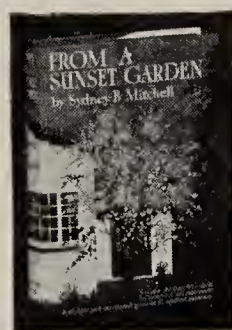
By Alfred C. Hottes

A complete, nontechnical description of the common species with its characters, uses, soil, pruning and propagation. Lists of different shrubs for different purposes. 446 pages, 187 illustrations. Cloth, \$3.00; postpaid, \$3.15.

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Hundreds of fine plants from our Pacific Northwest are fast coming into favor with garden makers everywhere. This new book describes and tells how to grow over 500 different kinds and gives full information on making a rock garden and moraine, pool, growing from seed, purchasing, and transplanting. 19 illustrations, 262 pages. \$2.50.



FROM A SUNSET GARDEN

Essays for Any Adventurous Gardener

By Sidney B. Mitchell

If you are an adventurous gardener who likes to try new plants, or to experiment with seeds and bulbs and to grow the odd and unusual, you will value and enjoy this new book. Mr. Mitchell knows plants, and his book will help you to enjoy them—particularly the native western sorts which are becoming so popular in all parts of America. Delightfully written, informative, and completely practical and useful. Order this new book for garden success and real enjoyment. 337 pages, illustrated. Postpaid, \$3.15.

Horsham, Pa., Jan. 5, 1933.
Richard Diener, Oxnard, Calif.

Dear Sir: I had some very fine Petunias from your seeds last year and they sold on sight. My customers cannot help from buying them. Yours sincerely,
T. A. DUBREE.

VAPORITE

This is a soil insecticide which destroys all insect pests living in the soil, such as wireworms, nematodes, cutworms, etc. Petunias are badly affected by nematodes in many localities, which often kill many of the young plants. Vaporite mixed in the soil, one pound to a cubic yard, will completely destroy them. After mixing, cover the soil with empty sacks and allow it to stand for about three days so the gas which forms will have plenty of time to take effect. After three days it will do no harm to the plants.

Vaporite Your Ground—Insure your flowers and crops against Pest Attack. (\$1,000,000 annual loss in California from wireworms.) Vaporite is easy and harmless to handle and will rid your garden or

grounds of all forms of soil pests. Vaporite is scattered over the soil and forked or raked in. Vaporite creates a gas which remains active in the soil for a month. Vaporite can be safely used with growing plants. Vaporite is recommended by leading American and English Seedsmen. Vaporite has been successfully used in Europe for 30 years and has the largest sale of any insecticide there.

4 lbs. in air-tight screw-top can, \$1.50
(Postage paid in U. S.)

25 lbs. \$5.50 50 lbs. \$10.00 110-lb. keg \$20.90
(f. o. b. Oxnard)

Use one pound to fifty square feet and 330 pounds to an acre outdoors.

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Saskatoon, Sask., Canada, Jan. 16, 1933.
Richard Diener, Oxnard, Calif.
Dear Sir: Enclosed are pictures of Canary Yellow and Bronze Dahlias. The Bronze was twelve inches across and the Yellow was thirteen and one-half inches across. I was more than surprised to see what tubers they had developed. The package I purchased from you brought nineteen roots and all flowered, which shows that I cannot speak too highly of them.
Yours truly,
GEORGE W. PITTAM.
■ ■ ■
Rochester, N. Y., Oct. 18. 1932.
Richard Diener, Oxnard, Calif.
Dear Mr. Diener: The Dahlia seeds I purchased from you last February germinated 85 per cent and produced some of the finest blooms I have ever seen. I certainly intend using your seeds next year. Yours truly,
A. SEAGRAVE.

Toms River, N. J., Jan. 11, 1933.
Richard Diener, Oxnard, Calif.
Dear Sir: I took two Dahlias to the Ocean County Show and came away with first prize and silver cup for best seedling and silver cup and first for the largest individual bloom, all your stuff. If this doesn't tell the quality of your seeds I don't know what does. Yours truly,
H. STAPLES GREENHOUSES.
■ ■ ■
Griffin, Georgia, December 21, 1931.
Richard Diener, Oxnard, Calif.
Dear Mr. Diener: Your Gerbera seeds are giving us wonderful blooms under glass now and we couldn't get along without your Petunias. We have tried others, but we learn by making mistakes.
Yours very truly,
ELLIS, THE FLORIST.



ASTER
California Giant—Light Blue



Double Dahlia
Richard Diener

Richard Diener
OXNARD, CALIF.